

**Subject:** Fwd: Sneak Peek of the 2016 Great Streets Challenge! Funds and TA Available!

**From:** Donald Duckworth

**Date:** 09/07/2016 08:11 PM

**To:** Kim Sudhalter

Does this work for Melrose?

----- Forwarded message -----

From: "Carter Rubin" <[carter.rubin@lacity.org](mailto:carter.rubin@lacity.org)>

Date: Sep 7, 2016 11:57 AM

Subject: Fwd: Sneak Peek of the 2016 Great Streets Challenge! Funds and TA Available!

To:

Cc:

Dear friends and colleagues,

I'm reaching out to longtime allies in our Great Streets mission to make sure you had a chance to see our teaser of the 2016 Great Streets Challenge.

Applications open on Sept 20th at [lagreatstreets.org/2016-challenge](http://lagreatstreets.org/2016-challenge).

Let me know if you have any questions, ideas or folks you think we should reach out to!

Best,

Carter

----- Forwarded message -----

From: **LA Great Streets** <[greatstreets@lacity.org](mailto:greatstreets@lacity.org)>

Date: Tue, Aug 23, 2016 at 3:54 PM

Subject: Sneak Peek of the 2016 Great Streets Challenge! Funds and TA Available!

To: [carter.rubin@lacity.org](mailto:carter.rubin@lacity.org)

**Eric  
Garcetti**  
#Iamayor

**GREAT<sup>LA</sup>  
STREETS**

## It's finally here!



## The 2016 Great Streets Challenge

The City of Los Angeles challenges you to turn your vision for Los Angeles streets into reality!

And this year, we're opening it up to every street Citywide!

From **September 20 to November 18** you can apply to partner with the City on a Great Streets Challenge project. This year, applicants can apply to partner on one of two types of projects: a "Pop-up Project" to test a new idea for your street; or a "Build Project" to permanently install changes to your local street. Selected partners will:

- receive up to \$13,000 for project outreach
- receive assistance from technical consultant
- partner with the City on project development, design, and installation

Applicants will be scored on their organizational capacity and alignment of their proposed project location to Citywide priorities and plans.

Click the button below to let us know you're interested in applying to the 2016 Great Streets Challenge, then read on to learn more about how the program works.

[SIGN UP FOR UPDATES](#)

### Pop-Up Projects



Pop-Up Projects will temporarily demonstrate a new street improvement for a community. These projects are most appropriate for communities that are ***just starting*** to think about the needs and opportunities on their local streets.

#### Examples

- A day-long commercial corridor festival with pedestrian improvements and vacant storefront activations
- A weekend-long demonstration of residential street improvements connecting neighborhoods to a regional hub
- Week-long demonstration of a half-mile protected bike lane

### Build Projects



Build Projects are enduring streetscape improvements that make streets more safe, livable, and prosperous. These projects are most appropriate for communities that have ***already started*** a conversation and developed consensus about how to improve their street.

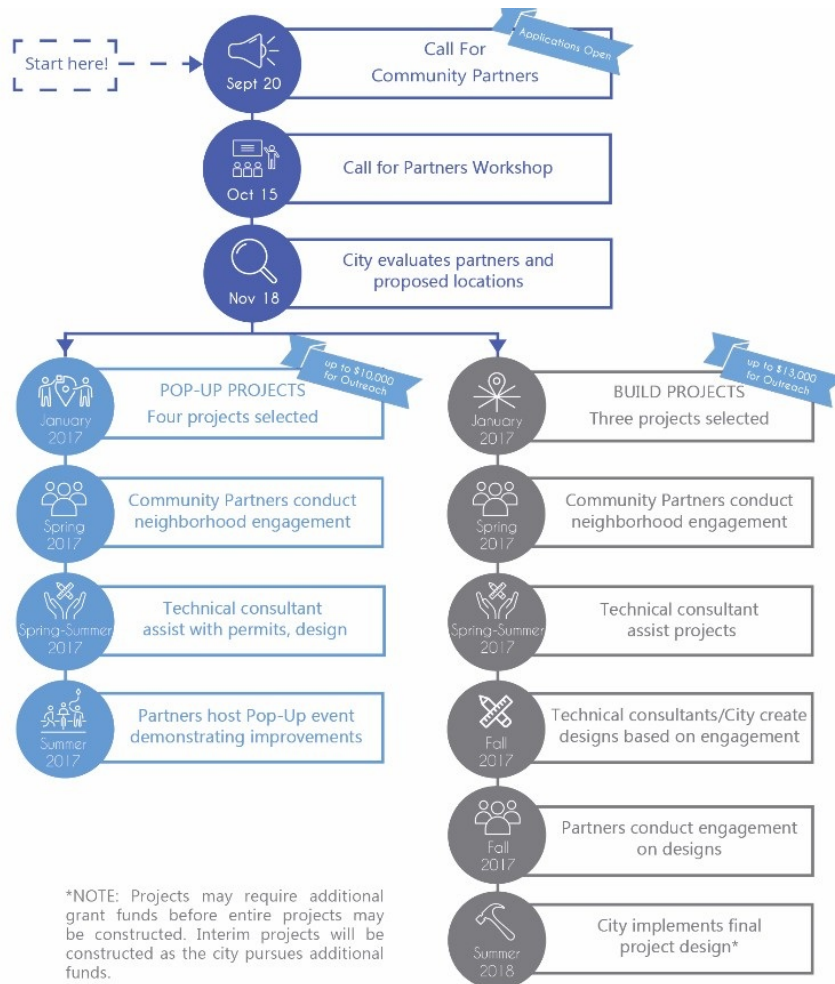
Organizations applying to partner on a Build Projects are ready to work with the City on street projects that achieve an overarching vision for healthy and sustainable neighborhoods.

### Examples

- Permanent installation of pedestrian improvements, such as curb extensions and mid-block crosswalks
- Permanent installation of bicycle infrastructure improvements, such as parking-protected bike lanes
- Permanent transit stop improvements

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## How the Challenge Works



This email was sent to [carter.rubin@lacity.org](mailto:carter.rubin@lacity.org)  
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